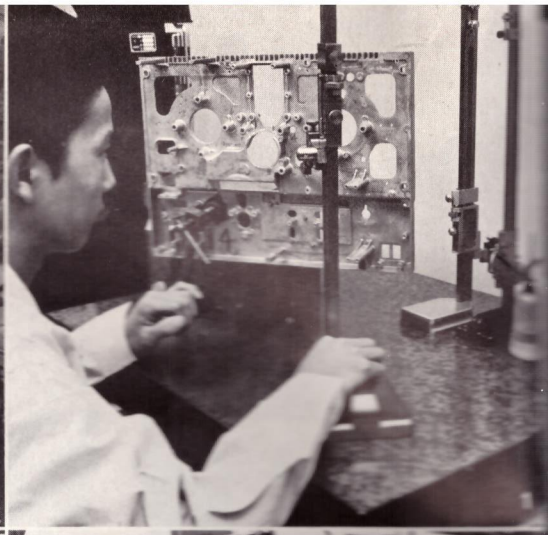
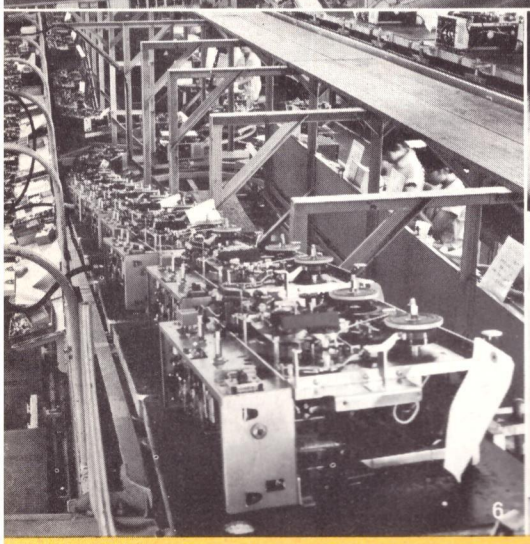
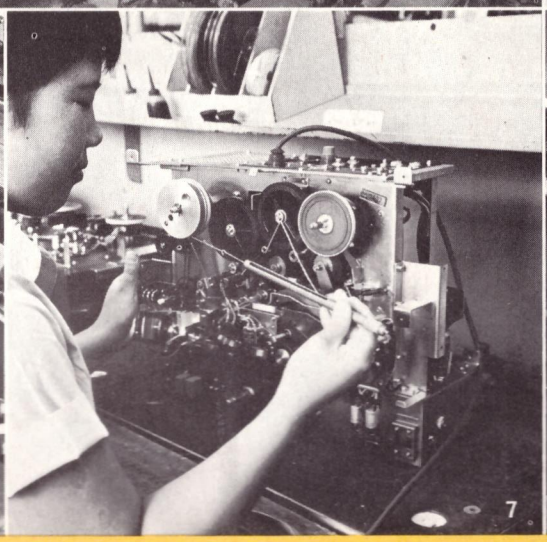
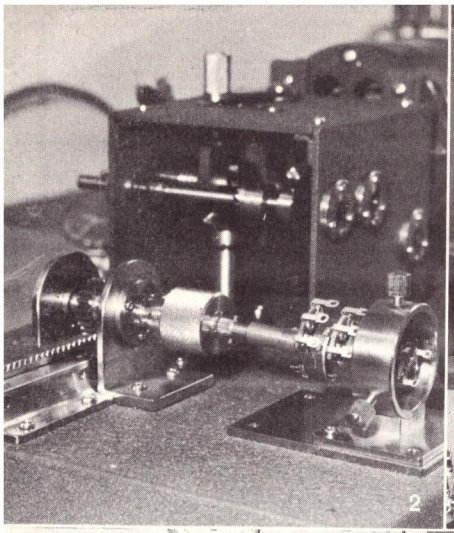
ALL THE BEST FROM SONY

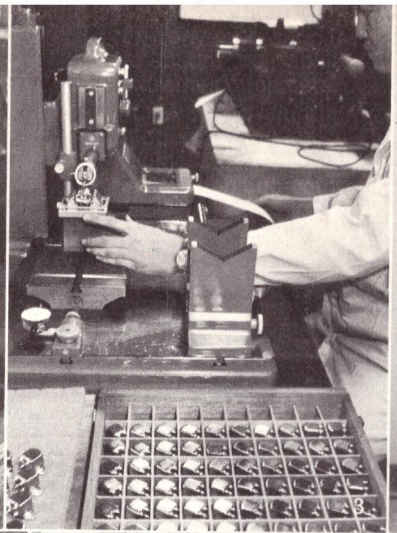
SONY
SONY

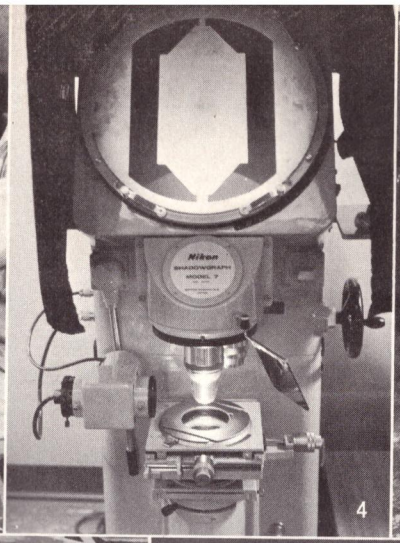


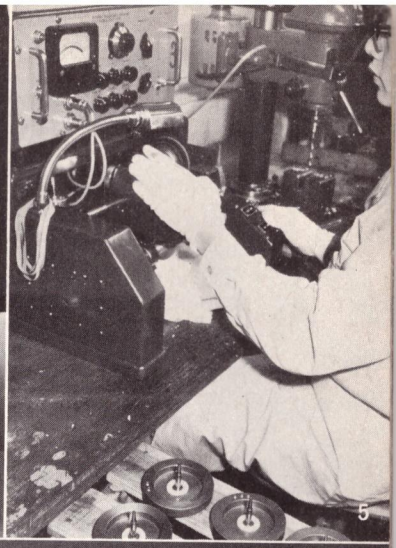

6

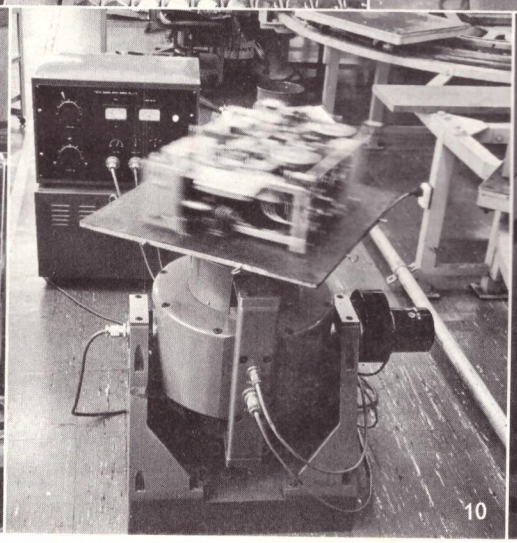

7











THIS IS SONY

The meteoric rise of Sony within the electronics industry is best explained in the philosophy of its leaders. "Dreams give direction and purpose to life." Masuru Ibuka, President-Founder. "We challenge accepted ideas." Akio Morita, Executive Vice President-Co-Founder. It is the age-old formula of success: the ability to translate dreams into realities.

In 1946 Sony had eight employees in a boarded-off room in an abandoned warehouse in Tokyo. Today the Sony empire consists of 29 ultra-modern manufacturing plants, fully-equipped research laboratories and complexes dedicated to contemporary design and development. Its staff numbers more than 5,500 employees.

Over 1,500 of the employees are graduate engineers. All final electronic quality control is performed by engineers, and on several professional models the final assembly itself is 100% engineer-manned.

It is this stress on originality and engineering innovation that has made Sony the largest and most respected manufacturer of transistorized electronic equipment and tape recorders in the world.

Here are glimpses inside Sony: a brief, guided tour of the kind of manufacturing production and quality control which make the Sony trademark your assurance that the equipment you are about to see is today's finest.

1) Every casting is thoroughly guaged for accuracy and rigidity before assembly.

2) Every Sony component part is designed for maximum endurance. This photo shows a switch life testing device that subjects a switch to 40,000 on/off cycles.

3) Sony head surfaces are measured for flatness with micrometer precision.

4) Optical shadowgraph magnification ensures microscopic accuracy of head gap widths.

5) Minimum wow and flutter is achieved through dynamic balancing of flywheels.

6) At Sony the positive care of hand assembly is combined with modern traffic automation.

7) Accurate measurements taken at each assembly function ensure optimum performance.

8) Final double check is made for possible loose connections or faulty solder joints before assembly into carrying case.

9) Sony recorders are further tested to ensure their ability to perform under all extremes of climate.

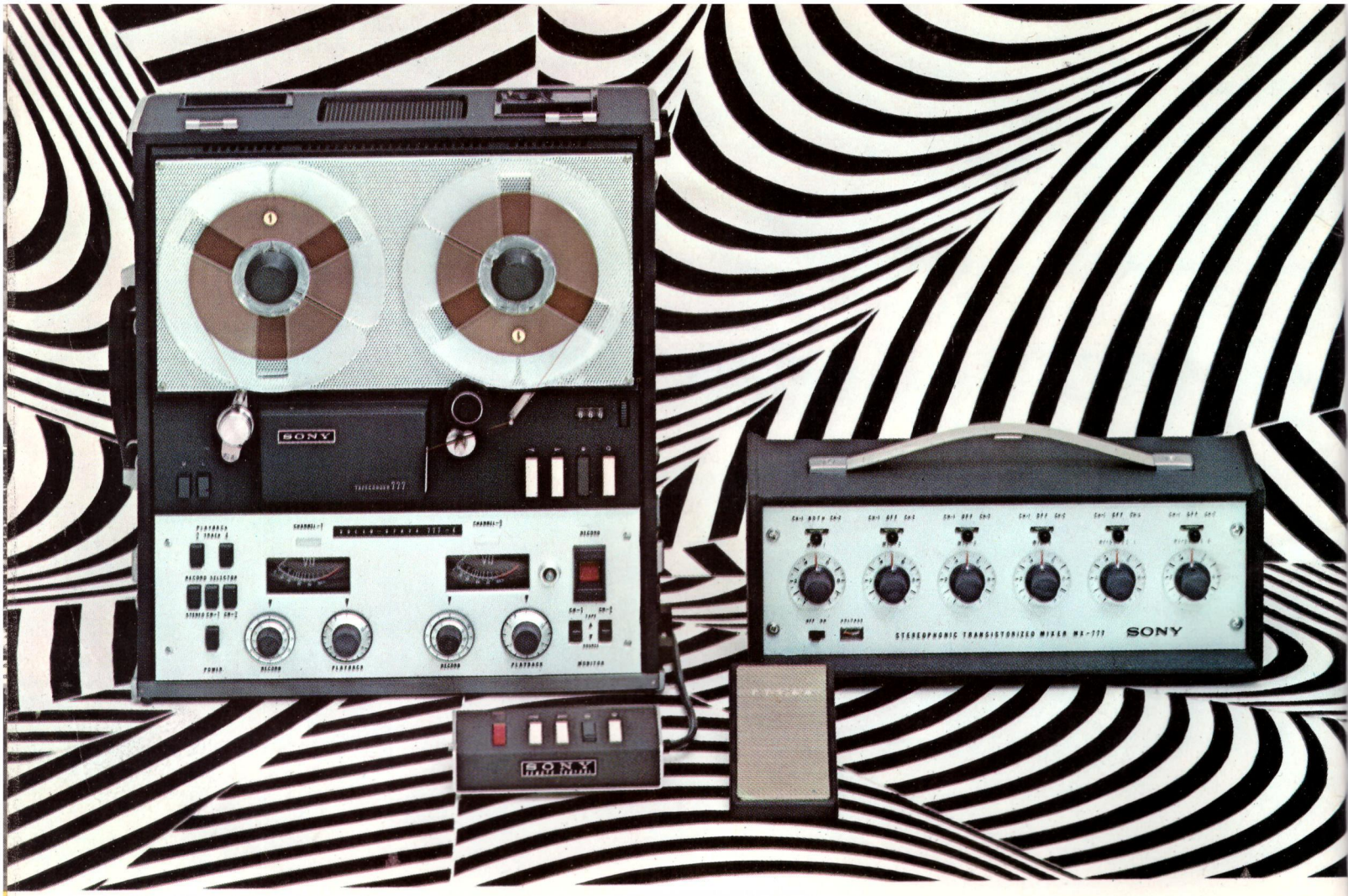
10) A severe vibration test reveals any hidden assembly flaws and ensures the faultless performance of Sony equipment even when subject to rough treatment.

THIS IS SUPERSCOPE

Superscope, Incorporated, United States distributor for Sony tape recording products, carries through the Sony tradition of quality to you the customer.

At Superscope's Sun Valley, California plant, the same dedication to quality is directed to one of the most thoroughly comprehensive quality-control testing systems in the high fidelity industry. At the Superscope plant, every Sony tape recorder is subjected to a series of check-out tests to verify the perfect functioning of every electronic and mechanical part. The Superscope Warranty is an inherent part of every Sony tape recorder, and is your double guarantee of perfect performance in your home.

The franchised dealer from whom you purchase your Sony tape recorder has been carefully selected for his integrity and leadership in the high fidelity industry. He is an integral part of the Superscope national network of fine Audio/tape and Photo/tape Dealers and is your further guarantee of complete satisfaction.



SONY SOLID STATE 777 LIMITED EDITION SERIES

For the connoisseur... Sony is proud to present the all new "LIMITED EDITION 777"...a professional stereophonic recorder unmatched in quality and performance specifications. A limited quantity of this superb hand crafted instrument will be produced.

A rewarding achievement after years of dedicated research and development by Sony, the Model 777 Limited Edition Series establishes a new standard of excellence for portable professional tape recording equipment. Complete with remote control unit. $695.

Special Features:

Exclusive Sony "TRAC-STAN DRIVE"—This patented tape drive system consists of a capstan with a traction tread surface above and below the tape contact area. "TRAC-STAN DRIVE" reduces tape slippage for unexcelled flutter and wow specifications and unprecedented tape timing accuracy.

Exclusive Sony Electro Bi-Lateral Head—Incorporates erase and record functions within a single head, providing the full facility of 4 heads within the space normally required for three.

Three Motors—A two speed hysteresis-synchronous capstan motor, a flywheel rotor supply motor and a high torque take-up motor.

Push-Button Relay Operated Controls—Includes instant pause.

Remote Control—For all tape motion functions including recording mode selection.

Swing-Out Military Type Modular Circuit Boards—Provide highest reliability and accessibility for service or plug-in replacement.

Microphone and Line Mixing—Provides for special effects and sound-on-sound recording.

Tape and Source Monitoring—Instant selection for audible comparison of original source and tape being recorded.

Professional VU Meters.

Automatic Tape Lifters.

Specifications:

Power Requirements: 85 watts, 110-117 volts, 60 cycles (50 cycles optional).

Tape Speeds: 7½ and 3¾ ips.

Frequency Response: 30-16,000 cps, ±2db @ 7½ ips.

Signal to Noise Ratio: 50db or better.

Flutter and Wow: 0.09% RMS or better at 7½ ips; 0.15% RMS or better at 3¾ ips.

Timing Accuracy: 0.2%.

Bias Frequency: 100KC.

Head Complement 777-4: Electro bi-lateral 4-track erase/4-track record, 4-track play, 2-track play. 777-2: Electro bi-lateral 2-track erase/2-track record, 2-track play, 4-track play.

Input Impedance: Microphone 250Ω balanced 55 or 70db (switchable); Line 100K Ω unbalanced 10db.

Output Impedance: Line-600 ohm 0db unbalanced (switched) or 10K Ω unbalanced 0db.

Semi-Conductors: 19 transistors; 10-2SB380, 4-2SB381, 4-2SB382, 1-2SC292; 6 diodes; 4-5DG, 2-1T2014.

Dimensions & Weight: (including case): 16″W x 17¾″H x 9″D; 43 lbs.

SONY STEREO MIXER "MX-777"

For advanced recording techniques, this six channel all-transistorized stereo/monophonic mixer will complete your Model "777" professional stereo system. Less than $175.50.

Specifications:

Power Requirements: 6 volts—uses 4 flashlight batteries (size D).

Frequency Response: 40-20,000 cps ±1db.

Noise Level: Minus 120db.

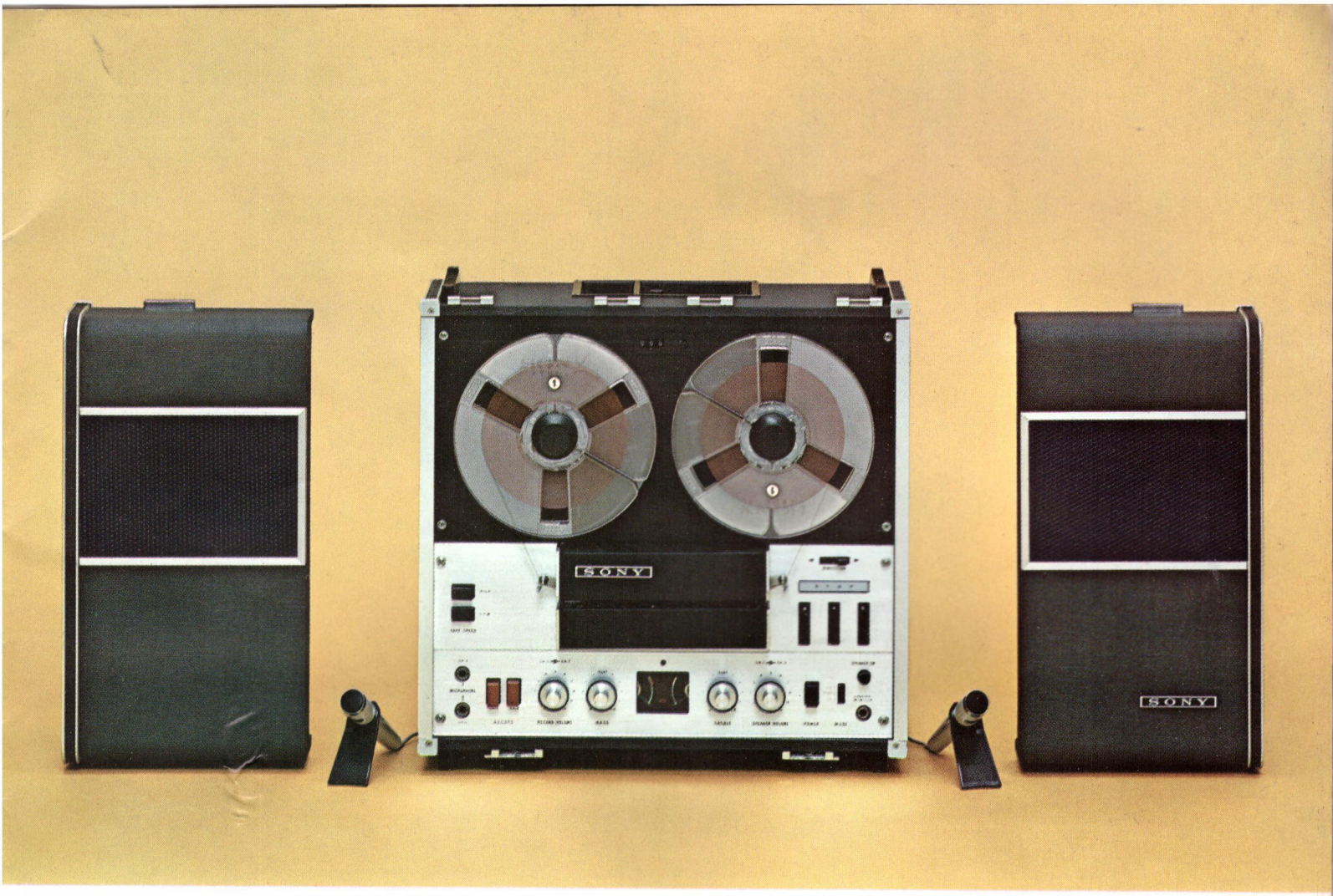
Microphone Input: 4 Cannon XL connectors; 250 ohms balanced.

Hi-Level Input 2 Cannon XL connectors; impedance: 600 ohms balanced.

Output: 2 Cannon XL connectors; 250 ohms balanced.

Transistors: 2SB52-3(4).

Dimensions & Weight: 15⅞″W x 5¾″H x 5½″D; 8 lbs. 8 ozs.



SONY SOLID STATE 660

Think reverse—Sony ESP* will do the rest. ESP is the world's first truly automatic tape reversing system. You never touch the tape, you never touch the recorder—yet Sony ESP reverses the tape automatically.

The amazing Sony ESP electronic brain constantly scans and automatically senses the voice or music modulations on your recorded tapes. When these modulations stop, and your tape track is complete, within 10 seconds the Electronic Sensory Perceptor automatically reverses the tape direction! You never again bother with old fashioned metallic stripping, you never again bother about recording electronic reversing signals. Sony ESP tape reverse is activated solely by silence.

Sony ESP automatic tape reverse works on your old tapes and on your new tapes. The Sony 660 also records in both directions for making your own 4-track tapes.

The Sony XL-4 Quadradial Sound system completes this advanced 4-track music system. No other recorder can offer the versatility of performance and total stereo dimension of this truly remarkable instrument. Complete with two Sony F-96 dynamic microphones: Less than $575.

*Electronic Sensory Perception

Special Features:

Sony ESP Automatic Tape Reverse.

XL-4 Quadradial Sound System—this exclusive 4 way loudspeaker system reproduces the entire audible frequency range while presenting a virtual curtain of stereophonic sound. Two high compliance woofers are installed in the infinite baffle enclosures contained on each side of the recorder case. Two lid-integrating satellite speakers reproduce middle and high tones and can be separated up to 15 feet for optimum stereo effect. Two electrical crossover networks are contained within the recorder and divide the electrical signals to each speaker system.

Solid State Circuitry—develops 50 watts of undistorted music power per channel.

4-Track Stereophonic or Monophonic Recording and Playback.

Three Motors—Two high torque spooling motors and a two-speed hysteresis synchronous capstan drive motor.

Push-Button Operation—relay operated solenoid controls for all tape motion modes.

Professional VU Meters—Two illuminated precision VU meters accurately indicate record and playback levels.

Sound-on-Sound and Microphone and Line Mixing—available with addition of Model MX-6S stereo mixer accessory.

Separate Bass and Treble Tone Controls.

Automatic Sentinel Shut-Off Switch—sensing mechanism turns off power at end of reel.

Two Speeds—7½ and 3¾ ips. Electrical push-button selection.

Pause Control and Digital Tape Counter—for precise editing, cueing and tape indexing.

Stereo Headset Monitor Output.

Specifications:

Power Requirements: 115 Volts, 60 cycles, 150 watts, 50 cycles optional.

Tape Speeds: 7½ and 3¾ ips.

Frequency Response: 30-18,000 cps, 50-15,000 cps ±2db.

Signal-to-Noise Ratio: 50db or better.

Flutter and Wow: Less than .06% @ 7½ ips; less than .10% @ 3¾.

Bias Frequency: 100KC.

Level Indication: 2 VU meters.

Reel Capacity: 7 inch or smaller.

Input Provisions: 2-low impedance microphones; 2 high impedance auxiliary.

Output Provisions: 2-line output, 2-8Ω external speakers, —1 binaural monitor.

Transistor and Diode Complement: 5-2SC401, 13-2SC318, 2-2SC291, 2-2SC298, 1-2SC299, 4-2SC46, 4-1T6, 4-S2C, 4-1T22, 2-DS1M, 4-S2C40.

Dimensions & Weight: 17″H x 17″W x 10¾″D; 55 pounds.

SONY SOLID STATE "530"

The breathtaking realism of full range stereo is yours to command with the new Sony Sterecorder 530.

A great symphony to record? With this superb instrument you are a professional. Adjust the computer-styled knobs of the 530 and the whole room fills with the total dimension of the built-in Sony XL-4 Quadradial Sound system.

The "530" is Sony all the way with completely solid state 20 watts of amplification for immediate playback with no warm-up, 4-track stereo mono recording and playback, separate bass and treble tone controls, and the exclusive retracting pinch-roller for easier tape-threading.

The vast range of the "530" provides its owners with the facility for all fine recording as well as bringing the living presence of the concert hall into the home.

Everything for a complete 4-track stereophonic music system—XL-4 Quadradial Speaker system, 40 watt stereo amplifiers, 2 Sony F-96 dynamic microphones—all centralized in a handsome leather-grained, gray and satin-chrome carrying case. Less than $399.50 complete.

Special Features:

XL-4 Quadradial Sound System—This patented 4 way loudspeaker system reproduces the entire audible frequency range while presenting a virtual curtain of stereophonic sound. Two high compliance woofers are installed in the infinite baffle enclosures contained in the recorder case. Lid-integrating satellite speakers reproduce middle and high tones and can be separated up to 15 feet for optimum stereo illusion. Two electrical crossover networks are contained within the recorder and divide the electrical signals to each speaker system.

3 Speeds—7½, 3¾ and 1⅞ ips.

Exclusive Sony RPR—Retractable Pinch/Roller provides a clear unobstructed tape path for ease of threading.

Solid State Stereo Circuitry—Provides 20 watts of pure music power per channel.

Sound-on-Sound and Microphone and Line Mixing—Available with addition of Model MX-6S stereo mixer accessory.

Separate Bass and Treble Tone Controls—Facilitate adjustment for personal listening preferences.

Professional VU Meters—Two illuminated precision VU meters accurately indicate record and playback levels.

Automatic Sentinel Shut-Off Switch—Sensing mechanism turns off power at end of reel.

Full 7 Inch Reel Capacity.

Pause Control and Digital Tape Counter—For precise editing, cueing and tape indexing.

Automatic Tape Lifter—Protects heads from wear during fast forward and rewind operations.

4-track Stereophonic and Monophonic Operation.

Vertical and Horizontal Operation.

Specifications:

Power Requirements: 117 volts, 60 cycles, 65 watts

Frequency Response: 40-15,000 cps @ 7½ ips, 40-12,000 cps @ 3¾ ips, 40-7,000 cps @ 1⅞ ips.

Signal to Noise Ratio: 45db or more.

Flutter and Wow: 0.1% @ 7½ ips, 0.12% @ 3¾ ips, 0.16% @ 1⅞ ips.

Level Indication: 2 illuminated VU meters.

Inputs: 2 microphone—low impedance, 2 auxiliary—high impedance.

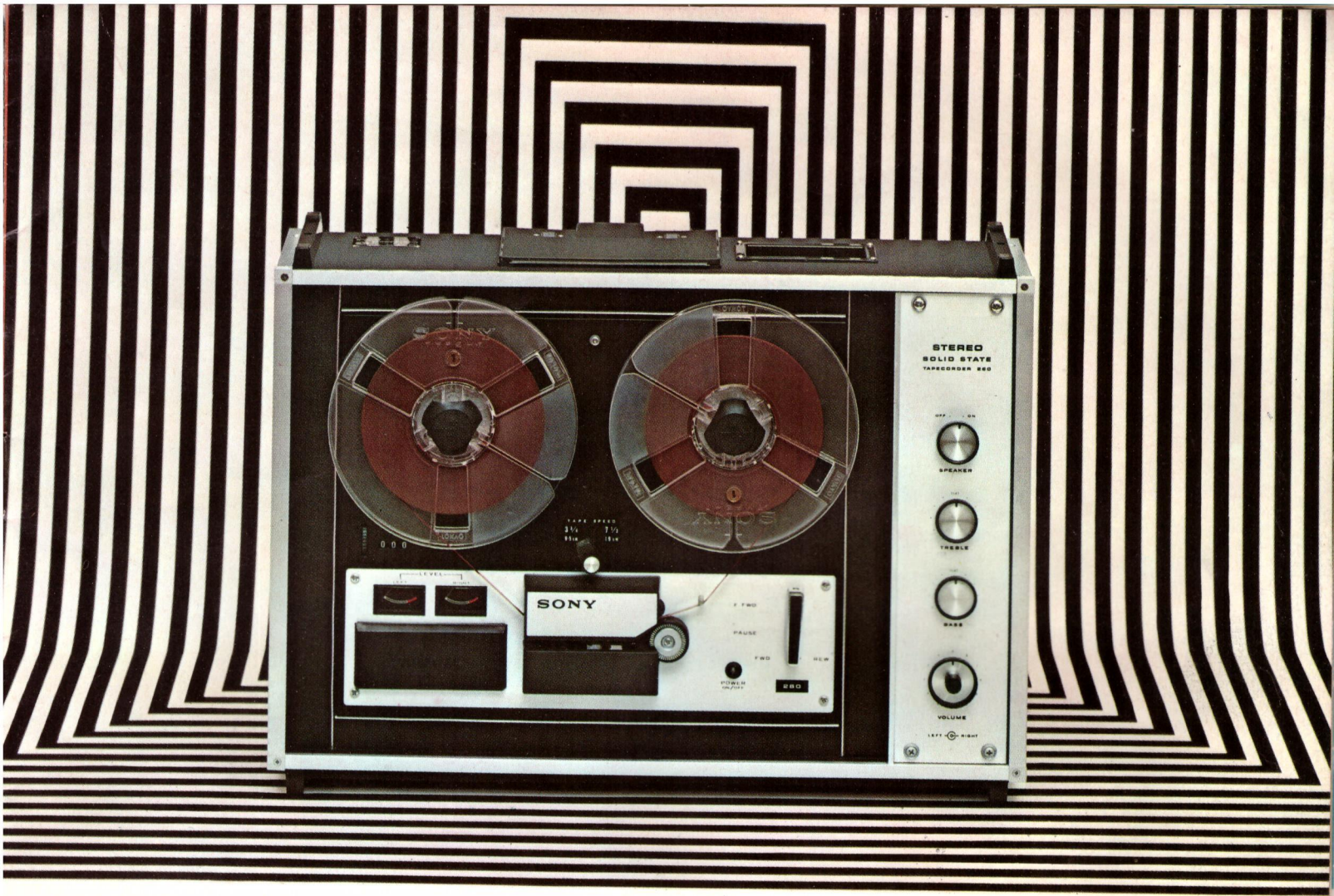
Outputs: 2 low impedance line; two external, 8 Ω speakers or XL-4 satellite speakers.

Reel Capacity: 7 inches or smaller.

Operating Positions: Vertical or Horizontal.

Transistor and Diode Complement: 10-2SC402, 4-2SC318, 2-2SB383, 4-2SC298, 4-1T22, 4-S2C, 4-5GJ.

Dimensions & Weight: 15¾"H x 19¾"W x 10"D; 38 pounds.



SONY SOLID STATE STERECORDER "260"

The wonderful world of stereophonic sound takes on a new total dimension with the Sony 260 Sterecorder, featuring the amazing Sony XL-2 Radial Sound Projection System. Never before has a portable instrument of such modest price delivered stereophonic sound with such fullness and clarity of separation.

This computer-styled instrument is a complete 4-track stereophonic tape recording and playback system. The completely solid state stereo preamplifier and power amplifier produce 10 watts of pure music power per channel.

Only an actual demonstration of this superb instrument can convey its brilliant performance, its ease of operation and the versatility of its professional range of features.

Complete with handsome dark gray and satin-chrome carrying case and two Sony F-96 dynamic microphones—all for less than $249.50.

Special Features:

XL-2 Radial Sound—each side of the carrying case contains an acoustically isolated infinite baffle enclosure. A special 4″ x 8″ high compliance elliptical speaker is mounted in each enclosure and positioned so that the sound radiates in an arc. This radial projection from both channels provides the same stereo separation achieved from conventional wide-spaced speakers.

Solid State Circuitry—Transistorized power amplifiers with 10 watts of music power per channel.

FM Stereo Inputs—Multiplex ready for recording FM stereo "off the air".

Two Professional VU Meters—For accurate level indications.

Vertical or Horizontal Operating Position.

Separate Bass and Treble Tone Controls.

Automatic Sentinel Shut-Off Switch—Sensing mechanism turns off power at end of reel.

Automatic Tape Lifters—Protects heads from wear during fast forward and rewind operations.

Pause Control and Tape Counter—Indispensable for precise editing, cueing and tape indexing.

Dynamically Balanced Capstan Flywheel—Advanced "rim drive" principle eliminates the use of belts and assures smooth operation.

Specifications:

Power Requirements: 117 volts, 60 cycle, 55 watts.

Tape Speeds: 7½ and 3¾ ips.

Frequency Response: ±3db, 50-15,000 cps.

Flutter and Wow: Less than 0.19% @ 7½ ips; 0.25% @ 3¾ ips.

Signal to Noise Ratio: Better than 50db.

Level Indication: 2 VU meters.

Input Provisions: 2 low imp. microphones, 2 high level.

Output Provisions: 2 line outputs, 2 external speakers.

Transistor Complement: 6-2SD64, 6-2SB381, 2-2SB382, 2-2SB383, 1-2SC297, 2-S2C40, 4-1T206, 4-S2C, 2-5GD, 4-2SC298.

Dimensions and Weight: 21⅜″W x 15½″D x 7¾″H; 34. pounds.

SONY STERECORDER "200"

Sony Engineers have combined superb craftsmanship with their famous technical skill in designing the Sony 200 Sterecorder. This low-cost complete 4-track stereophonic tape recording system is unsurpassed in quality in its price range. Designed for home or portable use, the 200 is compactly contained within a handsome dark gray and satin-chrome carrying case. Carrying case lid when detached becomes two full range speakers that may be placed up to 15 feet apart, for optimum stereo effect.

Complete with portable carrying case and two Sony F-97 dynamic microphones. Less than $199.50.

Special Features:

4-Track Stereophonic and Monophonic Recording and Playback.

Full Range Stereo System—Combines to form carrying case lid.

Built-in Stereo Pre-Amplifiers and Power Amplifiers—Can be used with external sound systems or as a complete public address system.

FM Stereo Inputs—Build your own library of stereo tapes, recorded "off the air" from your FM stereo tuner.

Two VU Meters—Assures accurate indication of recording level.

Sound on Sound—Individual push-button selection of Ch. 1 or Ch. 2 enables interchannel transfer (sound on sound) for multiple track and special effects recording.

Dynamically Balanced Capstan Flywheel—Advanced "rim drive" principle... no belts to stretch or wear out.

Automatic Tape Lifter—Protects heads from wear during fast forward and rewind operations.

Pause Control and Digital Tape Counter—For precise editing, cueing and tape indexing.

Full 7 Inch Reel Capacity.

Specifications:

Power Requirements: 70 watts 117 volts 60 cycles (50 cycles optional).

Tape Speeds: 7½ and 3¾ ips.

Frequency Response: 50-14,000 cps @ 7½ ips; 50-10,000 cps @ 3¾ ips.

Flutter and Wow: Less than 0.19% @ 7½ ips; less than 0.25% @ 3¾ ips.

Signal to Noise Ratio: Better than 45db.

Level Indication: Two VU meters.

Input Provision: 2 microphone; 2 high level.

Output Provisions: Pre-amp. Two 600 Ω high level; Power amp: Two 8 Ω external speakers and stereo headsets.

Transistor and Tube Complement: 2-2SC318, 2-6267, 3-30A5, 3 diodes.

Dimensions and Weight: 15″W x 16″D x 9″H; 27 pounds.

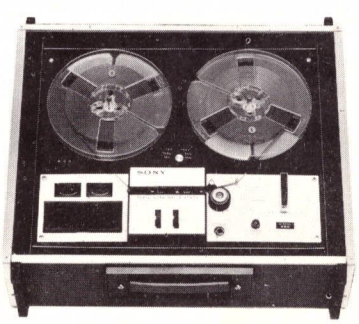
SONY SOLID STATE STERECORDER "350"

No stereo recording technique is beyond the performance capabilities of the Sony 350. Its 3 head design provides such sophisticated features as sound on sound and tape and source monitoring. Providing versatility and features normally found only in much more expensive recorders, the Sony 350 will satisfy the needs of the most discriminating hi-fi enthusiasts.

Complete with walnut grained, low profile base. Less than $199.50.

SONY 350C

Same as Model 350, for portable use, mounted in handsome dark gray and satin-chrome carrying case. Less than $219.50.



Special Features:

4-Track Stereophonic and Monophonic Recording and Playback.

Solid State Circuitry—Includes recording amplifiers and playback pre-amplifiers.

Professional 3 Head Design.

Two VU Meters—Calibrated to professional standard for precise level indication.

Tape/Source Monitor Switch—For audible comparison between source and tape being recorded.

Vertical and Horizontal Operating Positions.

Dynamically Balanced Capstan Flywheel—Advanced "rim drive" principle assures smoothest continuous performance with no belts to stretch or wear out.

Pause Control and Digital Tape Counter—Indispensable for precise editing, cueing and tape indexing.

Automatic Sentinel Shut-Off Switch—Sensing mechanism turns off power at end of reel.

Headset Monitor Jack—For private stereo listening and monitoring.

Specifications:

Power Requirements: 117 volts, 60 cycles, 40 watts.

Tape Speeds: 7½ and 3¾ ips.

Frequency Response: ±2db 50-15,000 cps.

Signal to Noise Ratio: Better than 50db.

Flutter and Wow: Less than 0.19% @ 7½ ips; 0.25% @ 3¾ ips.

Level Indication: Two VU meters.

Inputs: 2 low impedance microphones, 2 high level.

Output: 2 line, 1 binaural monitor.

Transistor and Diode Complement: 18-2SC402, 2-2SB381, 1-2SC291, 2-1T22, 2-S2C.

Dimensions & Weight: 350—17⅞"W x 12⁹⁄₁₆"D x 6½"H; 18 lbs. 350C—18⅞"W x 17"D x 6⁹⁄₁₆"H; 20 lbs.

SONY SOLID STATE STERECORDER "250-A"

Own a record player? With this Perfect Playmate you can add the superior quality and scope of Sony 4-track stereo tape recording at an extremely low price. The new solid state Sony 250-A has all the features of our expensive stereo units.

Connect it to your present sound system and tape music directly off the air... make startlingly improved copies of your favorite stereo discs...accumulate an incomparable stereo tape library.

In the short time that it has been on the market, the Sony 250-A has become the largest selling instrument of its kind in the world.

Neatly mounted in its walnut finish base, the Sony 250-A is the most beautiful complement to your sound system. Less than $149.50.

Special Features:

4-Track Stereophonic and Monophonic Recording and Playback.

Solid State Circuitry—Includes recording amplifiers and playback pre-amplifiers.

FM Stereo Inputs—Multiplex ready for recording FM stereo "off the air".

Automatic Sentinel Shut-Off Switch—Sensing mechanism turns off power at end of reel.

Automatic Tape Lifter—Protects heads from wear during fast forward and rewind operations.

Pause Control and Digital Tape Counter—For precise editing, cueing and tape indexing.

Dynamically Balanced Capstan Flywheel—Advanced "rim drive" principle eliminates the use of belts and assures smooth operation.

Specifications:

Power Requirements: 117 volts, 60 cycle, 40 watts.

Tape Speeds: 7½ and 3¾ ips.

Frequency Response: ±3db, 50-15,000 cps.

Flutter and Wow: Less than 0.19% @ 7½ ips; 0.25% @ 3¾ ips.

Signal to Noise Ratio: Better than 50db.

Level Indication: 2 VU meters.

Input Provisions: 2 low imp. microphones, 2 high level.

Output Provisions: 2 line outputs.

Transistor and Diode Complement: 6-2SD64, 2-2SB382, 2-2SB383, 4-1T206, 2-S2C40.

Reel Capacity: 7 inch.

Dimensions & Weight: 14¼"W x 11⅜"D x 6½"H. 15¾ pounds.

SOLID STATE SONYMATIC "105"

The varied services of a top-notch portable monophonic recorder are unlimited and there is no finer monophonic recorder ...nor a more rugged one...available than the new Sonymatic "105."

Compare its many exclusive professional features: VU meters, RPR* tape threading, microphone and line mixing, dictating pause control and AVC (Automatic Volume Control. The "105" has sound-on-sound, the electronic way to learn a language or a sonata. A flip of the switch will immediately guide you in the proper pronunciation of a foreign word or phrase. For recording of voice, Sonymatic AVC maintains perfect recording levels without ever touching the knob. For recording of music, the AVC defeat switch allows the complete dynamic range of full high fidelity to be captured. A choice of 3 speeds lets you handle any assignment whether it requires greater length or higher fidelity. No other compact portable recorder offers such a wide range of professional features and performance at such a remarkably low price. Complete with Sony F-96 dynamic microphone. Only $139.50.

*Retractable Pinch Roller (a Sony Exclusive)

Special Features:

Full 7 Inch Reel Capacity and 4-Track Monophonic Recording and Playback—Provide up to 8 hours of continuous recording or playback.

Sonymatic AVC—Automatic Volume Control—automatically adjusts levels of voice recording. AVC defeat switch and VU meter provide complete dynamic range facilities for music recording.

Sony RPR—Exclusive Retracting Pinch Roller provides a clear unobstructed tape path for unexcelled ease of threading.

3 Speeds—7½, 3¾ and 1⅞ ips.

Solid State Circuitry—Provides 10 watts of music power output. Special switch for operating amplifier and built-in speaker as portable public address system.

Language and Music Training—Built-in connections and switching provides immediate student/teacher track comparison.

Automatic Sentinel Shut-Off Switch—Sensing mechanism turns off power at end of tape.

Pause Control and Digital Counter—For precise editing, cueing and tape indexing.

Tone Control.

Specifications:

Power Requirements: 117 volts, 60 cycles, 45 watts.

Tape Speeds: 7½, 3¾ and 1⅞ ips.

Frequency Response: 50-12,000 cps @ 7½, 50-10,000 cps @ 3¾ ips, 50-8,000 cps @ 1⅞ ips.

Signal to Noise Ratio: 48 db or better.

Flutter and Wow: 0.12% @ 7½ ips, 0.18% @ 3¾ ips. 0.2% @ 1⅞ ips.

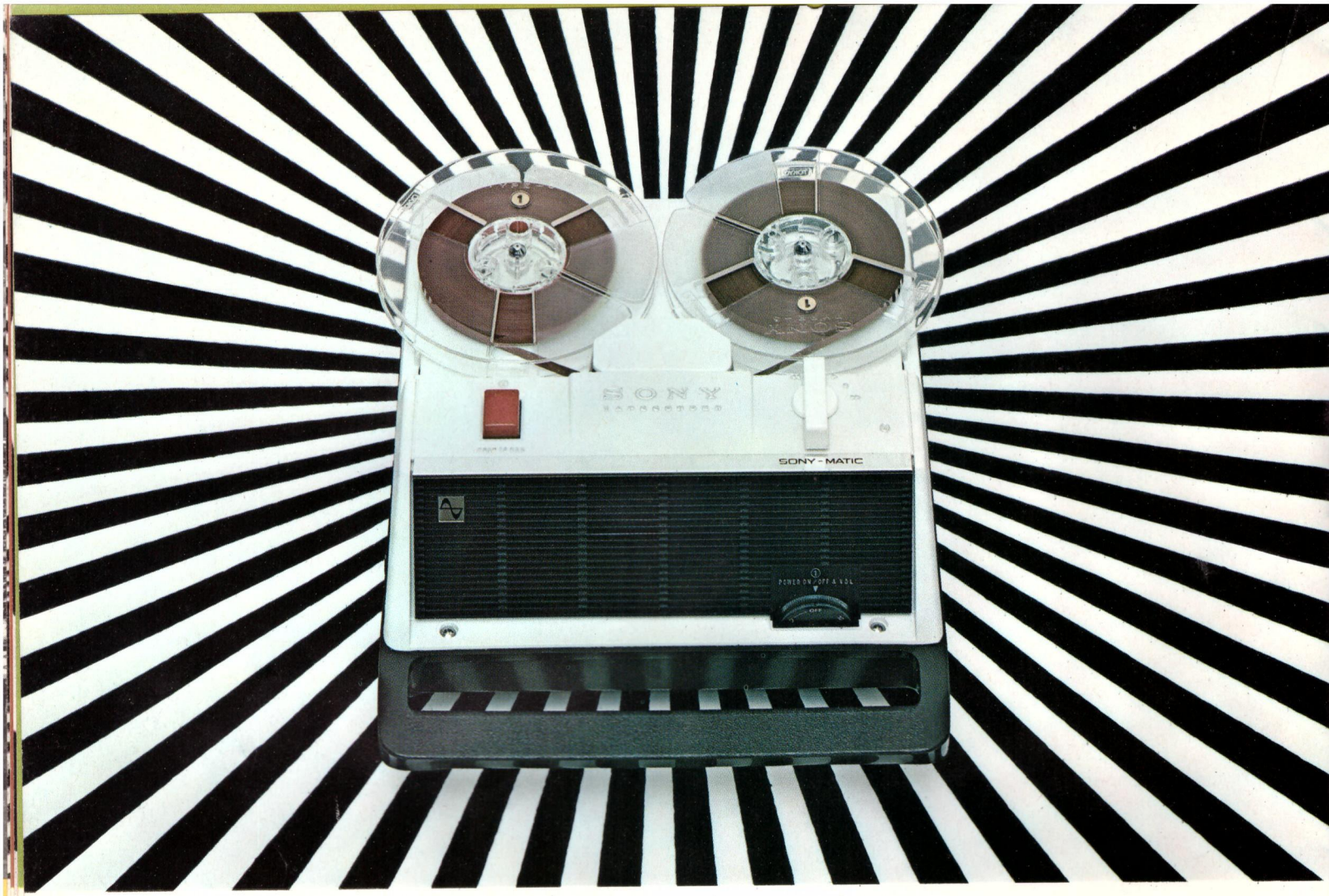
Level Indication: VU meter.

Inputs: Low impedance microphone and high impedance auxiliary.

Outputs: Monitor and 8 Ω external speaker.

Transistor and Diode Complement: 1-2SC401, 6-2SC402, 1-2SB381, 1-2SB383, 2-2SC298.

Dimensions & Weight: 14¾"W x 13¼"H x 7¼"D; 20¼ pounds.



SOLID STATE SONYMATIC "135"

You'll find this little Sony so nice to have around the house...for Dad, Mom, the kids, and even grandma. Exclusive new Sonymatic control makes the 135 so easy to operate. All you have to do is flick switch *one*...press button *two*...turn knob *three*. Whether you talk, dictate a letter, practice lessons, prepare a speech, sing-along-with-Mitch, blow a tuba, preserve a broadcast or party for posterity, or whistle Dixie, you will automatically have a perfect recording every time. Sonymatic adjusts its own recording volume without your ever touching a control. It's a beauty, too, in its rugged gray-and-white pebble-grained unbreakable case. And it's family priced at less than $69.50 complete with microphone and carrying case.

Special Features:

Sonymatic AVC—Automatic volume control—automatically adjusts recording levels.

Full 5 Inch Reel Capacity and Dual Track Recording—Provides over 4 hours recording time.

True Capstan Drive—For constant tape speed.

Two Speed Operation—3¾ and 1⅞ ips.

Automatic Tape Lifter—Protects heads from wear during fast forward and rewind operations.

Monitor Output—For private headphone listening.

Specifications:

Power Requirements: 115 volts , 60 cycle, 50 watts.

Frequency Response: 90-9,500 cps @ 3¾ ips.

Signal to Noise Ratio: Over 40 db.

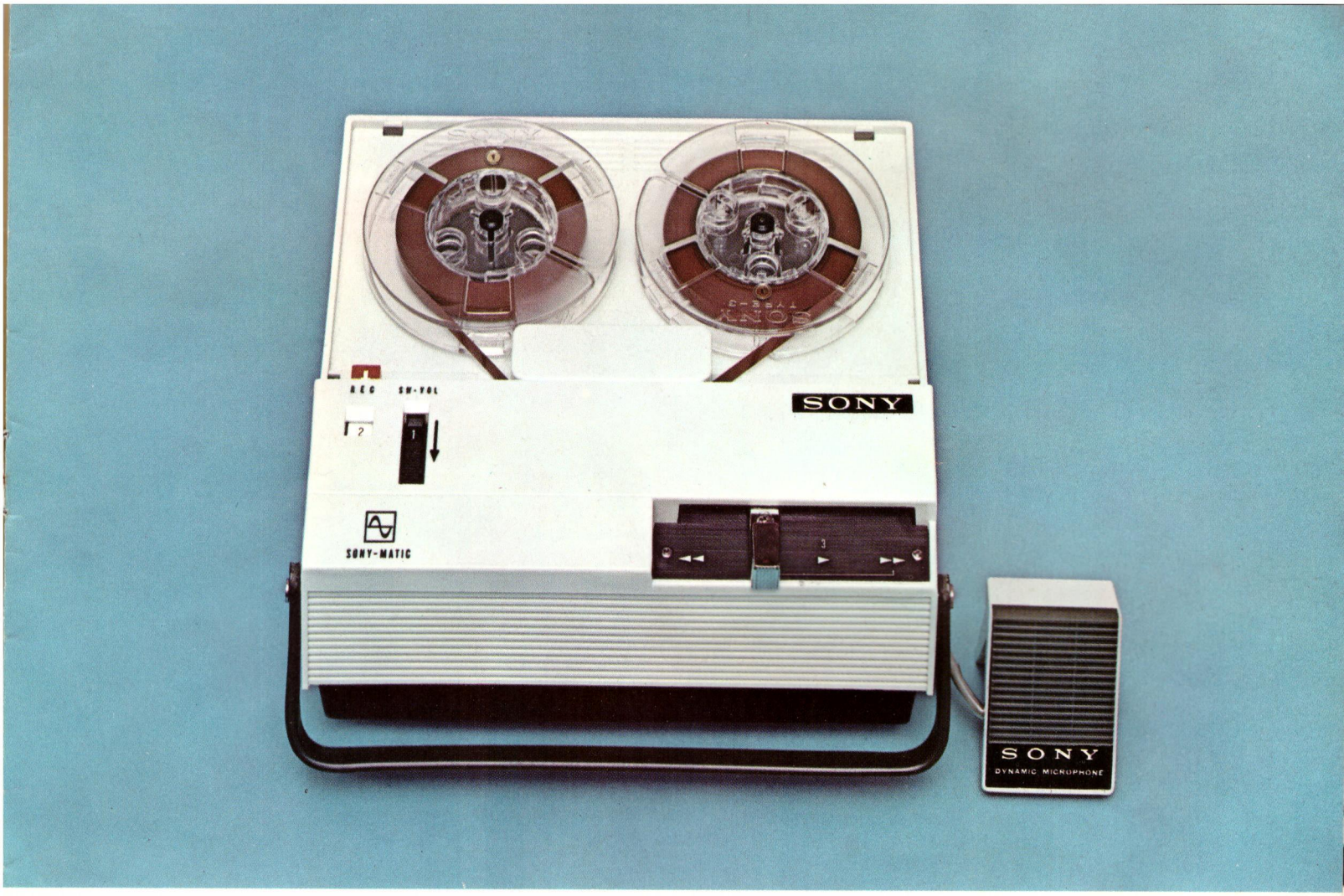
Flutter and Wow: Less than 0.3% @ 3¾ ips.

Inputs: 1 microphone, 1 high level auxiliary for radio or TV recording.

Outputs: 1 monitor for headset.

Tube and Diode Complement: 1-6AU6, 1-6AV6, 1-6M-P17, 1-5GJ.

Dimensions & Weight: 9½"W x 11"D x 5½"H; 7¾ pounds.



SOLID STATE SONYMATIC "123"

An automatic Sony for only $39.95! The solid state 123 has an exclusive new automatic recording volume control... called Sonymatic AVC. You never adjust the volume. Whether you whisper or shout, play piccolo or tuba, your recordings will be captured with equal clarity, without your ever touching a knob. Great for student notes, business dictation, talking letters, and many other uses. This smartly-styled instrument records more than two hours on a three inch reel of tape; it has capstan drive to maintain true recording speed; and it is as simple to operate as 1-2-3. All this for only $39.95 complete with dynamic microphone—and automatic too!

Special Features:

Sonymatic AVC—Automatic volume control—automatically adjusts recording levels.

True Capstan Drive—For constant recording speed.

Two Speeds—3¾ and 1⅞ ips.

Full 3¼ Inch Reel Capacity—Provides over two hours recording time.

Advanced Solid State Circuitry.

Record Interlock—Prevents accidental erasure of tapes.

Specifications:

Power Requirements: 115 volts 60 cycle, 10 watts.

Frequency Response: 80-8,000 cps.

Microphone Input: Accessory RK-64 cable for direct radio recording.

Monitor Output for Private Listening.

Transistor and Diode Complement: 1-2SB379, 4-2SB383,1-2SD65, 1-T22, 1-S2C40.

Dimensions & Weight: 8⅛"W x 8⅛"D x 4⅛"H; 4 pounds.

Sony 123 TapeMates

Here's a letter-writing machine for people who hate to write letters, and an answering machine for people who never answer. The Sony 123 TapeMates makes letter-writing fun. Buy this Twin-Pack...keep one—give one to a friend or loved one. Only $79.50 for the pair.

SONY SERVOCONTROL "800"

Space-age technology inspired this new all-purpose solid state portable tape recorder. Its heart is the newest Sony achievement—The Sony ServoControl motor; the same type of motor used in missile guidance control systems where critical timing accuracy is a must. The ServoControl 800 with its direct capstan drive gives you a choice of 3 electronically controlled speeds, 7½, 3¾, and 1⅞ ips. Full 5 inch reel capacity delivers up to 4 hours of full fidelity speech or recorded music on a single reel. The ServoControl 800 operates on both flashlight batteries or household current—without an adapter. Less than $199.50 complete. Available February, 1966

Special Features:

Servo Controlled Motor—Advanced electronic circuitry automatically corrects for speed variations and maintains precise timing accuracy.

AC or Battery Operation —Switches instantly from battery power to household current with no adaptor required.

Sonymatic AVC—Automatic volume control automatically compensates for different levels of speech and maintains uniform recording levels without ever adjusting the volume. A defeat switch is incorporated for reproduction of music, where manual control of recording volume is necessary to maintain full dynamic range.

3 Speed Operation—7½, 3¾ and 1⅞ ips.

5 Inch Reel Capacity and Dual Track Recording—Provide over 4 hours recording time.

VU Meter and Selector Switch—Indicates record level, battery condition or play level.

Digital Tape Counter—For editing, cueing and tape indexing.

Push-Button Controls—For positive and convenient operation.

Tone Control and Monitoring Facilities.

Remote Stop/Start Switch on Dynamic Cardioid Microphone.

Solid State Electronics—For highest reliability.

Direct Capstan Drive—For constant tape speed throughout reel.

Safety Record Interlock—Prevents accidental erasure of tapes.

Specifications:

Power Requirements: 117 volts 50/60 cycle or 8 size "D" cells.

Frequency Response: 50-12,000 cps @ 7½; 50-9,000 cps @ 3¾; 50-6,000 cps @ 1⅞ ips.

Flutter and Wow: Less than 0.15% @ 7½; 0.2% @ 3¾ ips and 0.25% @ 1⅞ ips.

Signal to Noise Ratio: Over 42db.

Inputs: Microphone, line.

Output: Monitor.

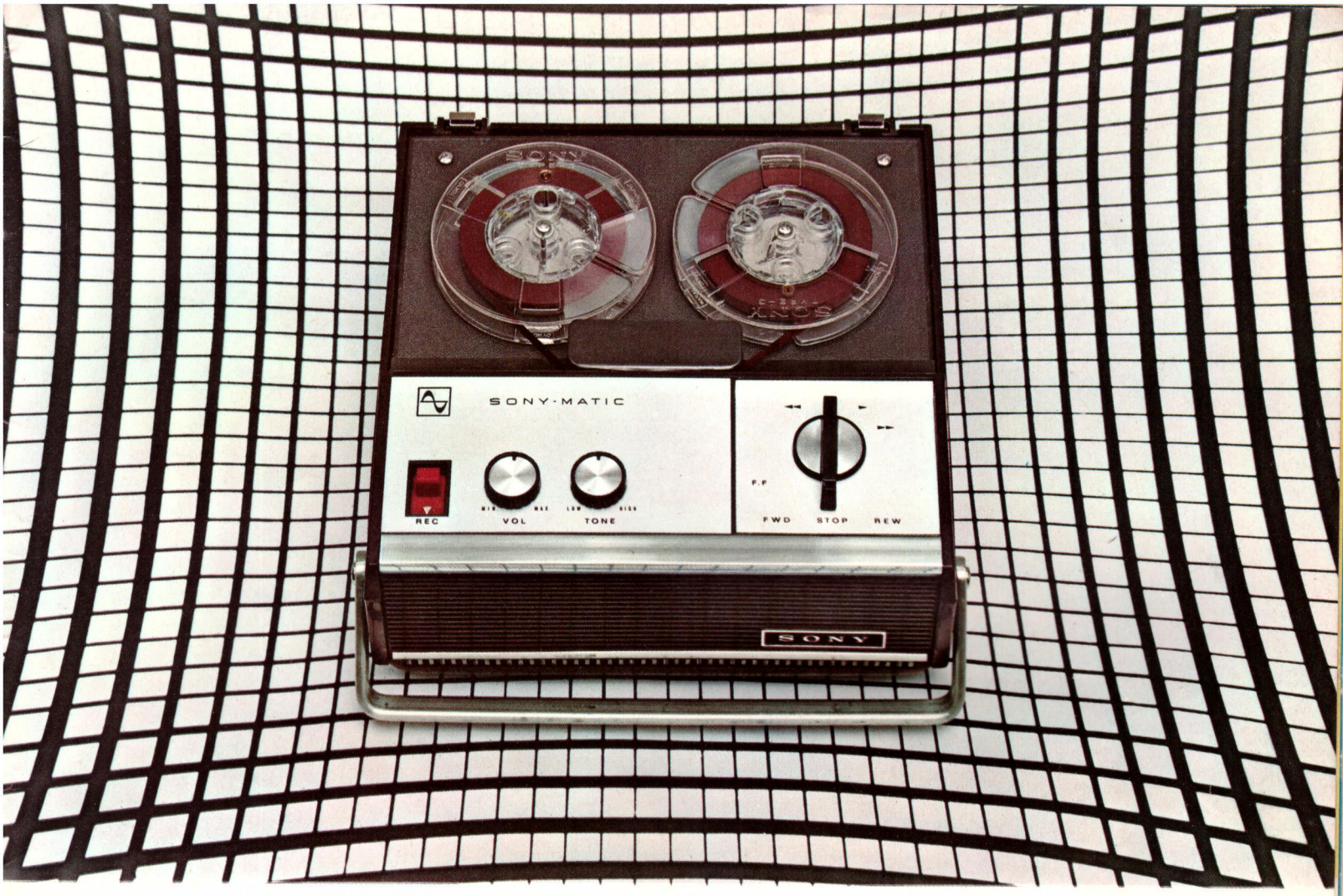
Electrical Controls: Meter selector, record level, play level, AVC defeat, tone.

Transistor and Diode Complement: 5-2SC401, 2-2SC402, 1-2SC403, 1-2SC299, 2-2SB383, 1-1T22, 3-S2C, 2-5GD, 1-1S332, 2-2SC403.

Dimensions & Weight: 12¼"W x 10½"D x 4¼"H; 13 pounds.

RM-6 VARIABLE SPEED AND PAUSE CONTROL

A must for transcription—playback speed of recorded dictation can be slowed down to desired speed for transcribing. Push button in center of control provides for remote instant stop and start. $9.95.

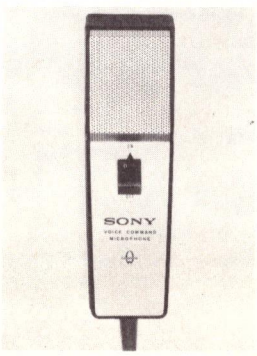


SONYMATIC "900"

A compact battery powered portable performer with a big, big voice. Powerful enough to fill a room with the sound of a marching band...sensitive enough to clearly reproduce your slightest whisper. Weighing a mere 5½ pounds, the Sonymatic 900 makes a big step ahead in the refinement of miniaturization—a field which Sony pioneered. The Sony 900 can be your traveling or home companion. Operating portably on 4 flashlight batteries, it can instantly switch to household current with no special adapters needed. Sonymatic A.V.C. (Automatic Volume Control) automatically and instantly adjusts recording levels without your touching a knob. Only $67.50 complete with dynamic microphone and vinyl carrying case.

F-85 VOICE COMMAND MICROPHONE

This optional cardioid dynamic microphone accessory adds a voice activating feature to Sonymatic 900. The 900 will actually start at the sound of your voice. Pause—and the 900 also pauses, awaiting your next command. Less than $22.00.



Special Features:

AC or Battery Operation—Instantly switches from battery power to household current without external adaptors.

Sonymatic AVC—Automatic volume control—automatically adjusts recording levels.

Two Speed Operation—3¾ and 1⅞ ips.

True Capstan Drive—For constant speed accuracy.

Advanced Solid State Circuitry.

Full 3¼ Inch Reel Capacity and Dual Track Operation—Doubles recording time.

Automatic Tape Lifter—Protects heads from wear during fast forward and rewind operations.

Remote Stop/Start Switch on Microphone.

Playback Tone Control.

Specifications:

Power Requirements: 117 volts 50/60 cycles or 4 size "D" flashlight cells.

Frequency Response: 90-9,500 cps @ 3¾ ips, 90-5,000 cps @ 1⅞ ips.

Tape Speeds: 3¾ and 1⅞ ips.

Flutter and Wow: 0.25% @ 3¾ ips, 0.35% @ 1⅞ ips.

Input: Microphone

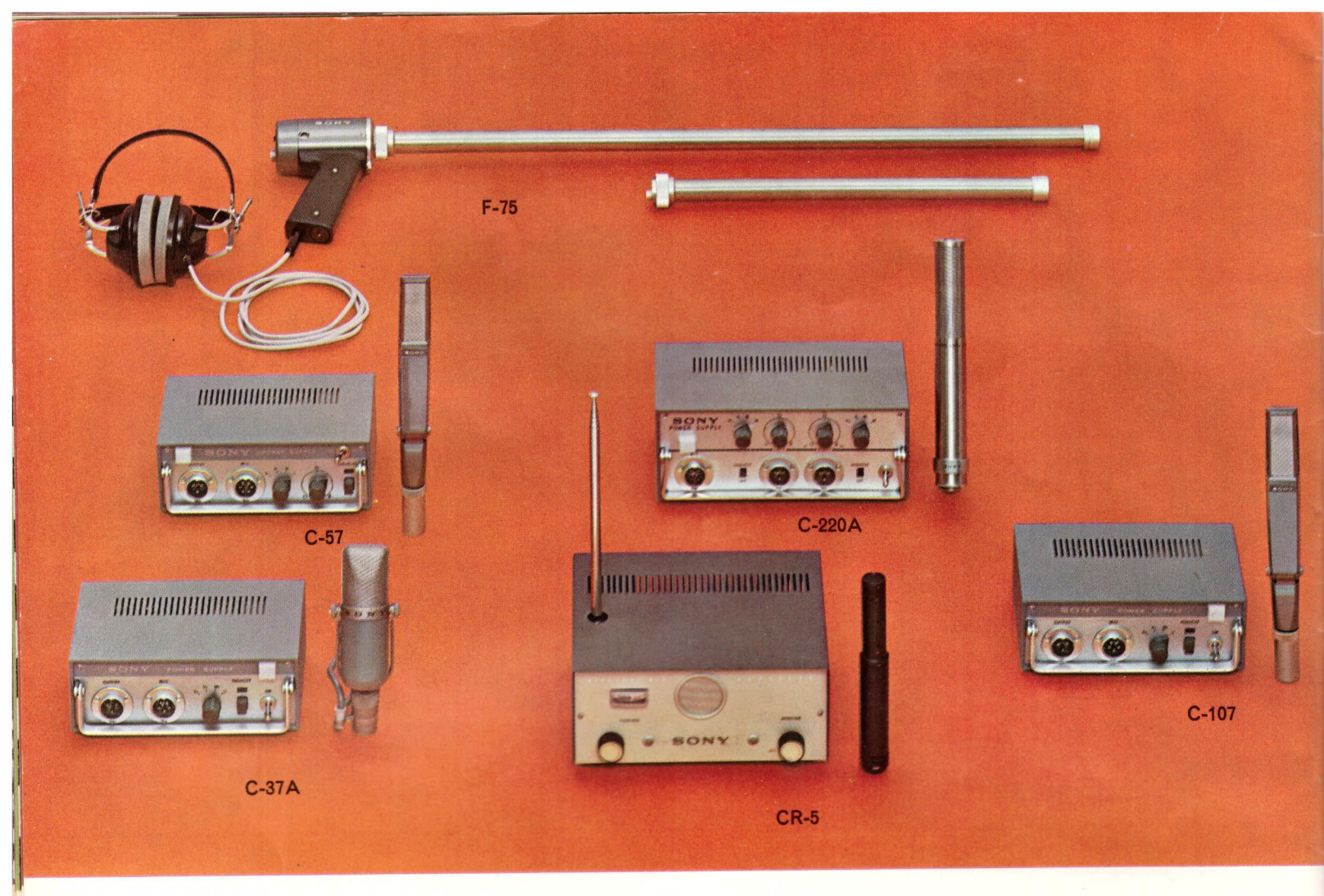
Output: Monitor.

Record Level Indicator: None required, AVC electronically selects proper recording level.

Amplifier: Advanced 7 transistor solid state circuitry.

Transistor and Diode Complement: 2-2SD65, 1-2SB381, 1-2SB382, 3-2SB383, 1-1T22, 2-5GD.

Dimensions and Weight: 8¾"W x 8¾"D x 3¾H; 5½ pounds with batteries.



SONY SUPER DIRECTIONAL TELE-MICROPHONE "F-75"

A revolutionary development over conventional microphones for long distance use, the Sony F-75 Dynamic Tele-Microphone incorporates two wave sensing sound probes which provide superior directional characteristics. The 18-inch probe is for distances up to 75 feet; a 34-inch probe provides 150 foot range. To facilitate precise location of distant sound sources, the pistol grip handle contains a transistorized monitor battery powered amplifier for headphone monitoring. Price: $395 complete as shown with deluxe carrying case.

Specifications:

Frequency Response: 30-14,000 c/s.

Directional Characteristic: Super narrow angle uni-directional.

Output Impedance: 150, 250 10K Ω balanced, or unbalanced, switch selected.

Output Level: (±2db)

Dimensions: Diameter: 3⅝". Overall Length: with probe A: 22⅜"; with probe B: 38".

Weight: 3½ lbs. (with probe A and grip).

VARIABLE DIRECTIVITY CONDENSER MICROPHONE "C-57"

Wide frequency response, low distortion and rapid selection of directional characteristics distinguish the Sony C-57. Complete with CP-3B Power Supply, 30 feet of connecting cable and deluxe carrying case. Price: $375.

Specifications:

Frequency Response: 30-20,000 c/s ±2.5db.

Directional Characteristic: Uni-directional cardioid or omni-directional switch selected.

Output Impedance: 50 or 250 Ω balanced, switch selected.

Signal to Noise Ratio: Better than 60 db (1,000 c/s, 10 micro bar).

Tubes and Diodes Used: 6AU6 x 1, 1S125 x 2, 1S121 x 2.

Dimensions: Microphone: 1 3/16" x 1" x 10". Power supply: 3 3/16" x 8 5/8" x 5 5/16".

Weight: Microphone: 16½ oz. Power supply: 6 lbs.

UNI-AXIAL STEREO / MONAURAL CONDENSER MICROPHONE "C-220A"

The Sony C-22A provides complete microphone facilities for M-S intensity stereo, conventional left/right stereo or monophonic modes. Two complete microphones are contained within the C-220A case. Continuously variable electrical controls at the power supply allow independent selection of each polar pattern. Complete with CP-MS Power Supply, deluxe carrying case and 30 foot microphone cable. Price: $625.

Specifications:

Frequency Response: 40-15,000 c/s ±2.5db.

Directional Characteristic: Omni-directional, uni-directional, bi-directional.

Signal to Noise Ratio: Better than 60 db (1,000 c/s, 10 micro bar).

Tubes and Diodes Used: 6DH3 x 2, 1S125 x 2, 1S121 x 2.

Dimensions: Microphone: 1⅛" x 10". Power supply: 4¼" x 10 15/16" x 5¼".

Weight: Microphone: 20 oz. Power supply: 6 lbs.

VARIABLE DIRECTIVITY CONDENSER MICROPHONE "C-37A"

The Sony C-37A professional condenser microphone is world renowned for its exceptionally uniform response and superb reproduction of natural timbre. It is a standard in the professional broadcasting and recording industry. Complete with Model CP-3B Power Supply, carrying case and 30 feet of cable. Price: $295.

Specifications:

Frequency Response: 30-16,000 c/s, within ±2.5db.

Directional Characteristic: Uni- directional cardioid or omni-directional.

Output Impedance: 50 or 250 Ω balanced.

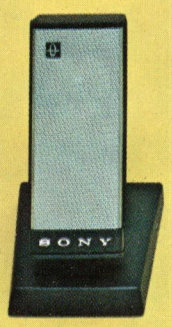
Signal to Noise Ratio: Better than 60 db (1,000 c/s, 10 micro bar).

Dimensions: Microphone: 1⅞" x 7 11/16". Power supply: 3 3/16" x 8 5/8" x 5 5/16".

Weight: Microphone: 19½ oz. Power supply: 6 lbs.

CR-5 WIRELESS MICROPHONE

The CR-5 Wireless Microphone system consists of a transistorized FM transmitter, condenser microphone, and a superhetrodyne FM receiver. The combination miniaturized transmitter/microphone is less than 3 inches long. Power is supplied from a small battery pack which is attached directly to the transmitter/microphone. A separate pocketable battery pack can be connected to the transmitter by means of a small cord for a lavalier operation. Price $365.



F-81

F-87

F-32

F-113

F-96

F-91

Specifications:

Modulation: FM directly obtained from microphone.

Operating Frequency: 42.98 mcs, 35.02 mcs or 33.14 mcs (must be specified at time of order).

Power Supply: Eveready 412, 22½ volts, or Eveready 226, 18 volts.

Dimensions: Transmitter: 1″D x 3¾″L; 9 ozs. Hand held battery case: 1½″D x 5″L; 13 ozs. Lavalier battery case: 1¼″W x ¾″H x 2¾″D; 12 ozs.

Output: 1 volt, 50,000 Ω unbalanced.

Power Requirements: 117V 60 cycles, 30 watts.

Dimensions: 9¾″W x 5″H x 8½″D.

Frequency Response: 100-10,000 cps.

Signal to Noise Ratio: Greater than 35 db.

Operating Distance: More than 300 feet with squelch, 900 feet without squelch.

CONTINUOUSLY VARIABLE POLY-DIRECTIONAL CONDENSER MICROPHONE "C-107"

Ideal for use in recording studios or broadcast applications where exceptionally uniform frequency response, electrical remote control of directivity and high front to back rejection are required. Electrical remote control of the directional characteristics is achieved by the use of a dual diaphragm condenser capsule and variable bias voltage. Complete with CP-4 Power Supply, 30 feet of connecting cable and deluxe carrying case. Price: $525.

Specifications:

Frequency Response: 40-15,000 c/s within ±2.5db.

Directional Characteristic: Omni-directional, uni-directional, bi-directional.

Output Impedance: 50 or 250 ohms balanced switch selected.

Signal to Noise Ratio: Better than 60 db (1,000 c/s 10 micro bar).

Tubes and Diodes Used: 6DH3 x 1, 1S125 x 2, 1S121 x 2.

Dimensions: Microphone: 1 3/16″ x 1″ x 10″. Power supply: 3 3/16″ x 8⅝″ x 5 5/16″.

Weight: Microphone: 16½ oz. Power supply: 6 lbs.

SONY MODEL "F-81"

A premium quality, high impedance, cardioid dynamic microphone designed for the serious home recording enthusiast. Price: less than $29.50.

SONY MODEL "F-87"

A cardioid uni-directional dynamic microphone. Ideal for home recording. Price: less than $22.50.

SONY MODEL "F-32"

Same as F-81 but incorporates bass attenuation switch for Voice Public Address. Price: less than $27.50.

UNI-DIRECTIONAL DYNAMIC MICROPHONE "F-113"

The Sony F-113 sets a new performance standard for cardioid dynamic microphones. Rugged and functional in design, the Sony F-113 is the perfect microphone for those difficult acoustical environments where feedback or background noise is a continuing problem. Complete with wind screen, clip on stand adaptor, deluxe desk stand, 18 feet of cord and packed in a deluxe carrying case. Price: less than $249.50.

Specifications:

Frequency Response: 50-15,000 c/s.

Output Impedance: 150, 250, or 10K Ω balanced, or unbalanced switch selected.

Finish: Chrome satin and black.

Dimensions: 1¼″ x 9⅜″.

Weight: 10.5 oz.

SONY MODEL "F-96"

The Sony F-96 is a wide range, general purpose, omni-directional dynamic microphone. It has low or high impedance and performs equally well for instrumentalists and singers, and public address. Price: less than $17.50

SONY "F-91 SLIMLINE"

The Sony F-91 is a premium quality dynamic omni-directional microphone designed explicitly for broadcast stations, recording studios, or remote interview applications demanding highest quality performance. Complete with clip on stand adaptor, desk stand and 18 feet of cord and packed in deluxe case. Price: less than $149.50.

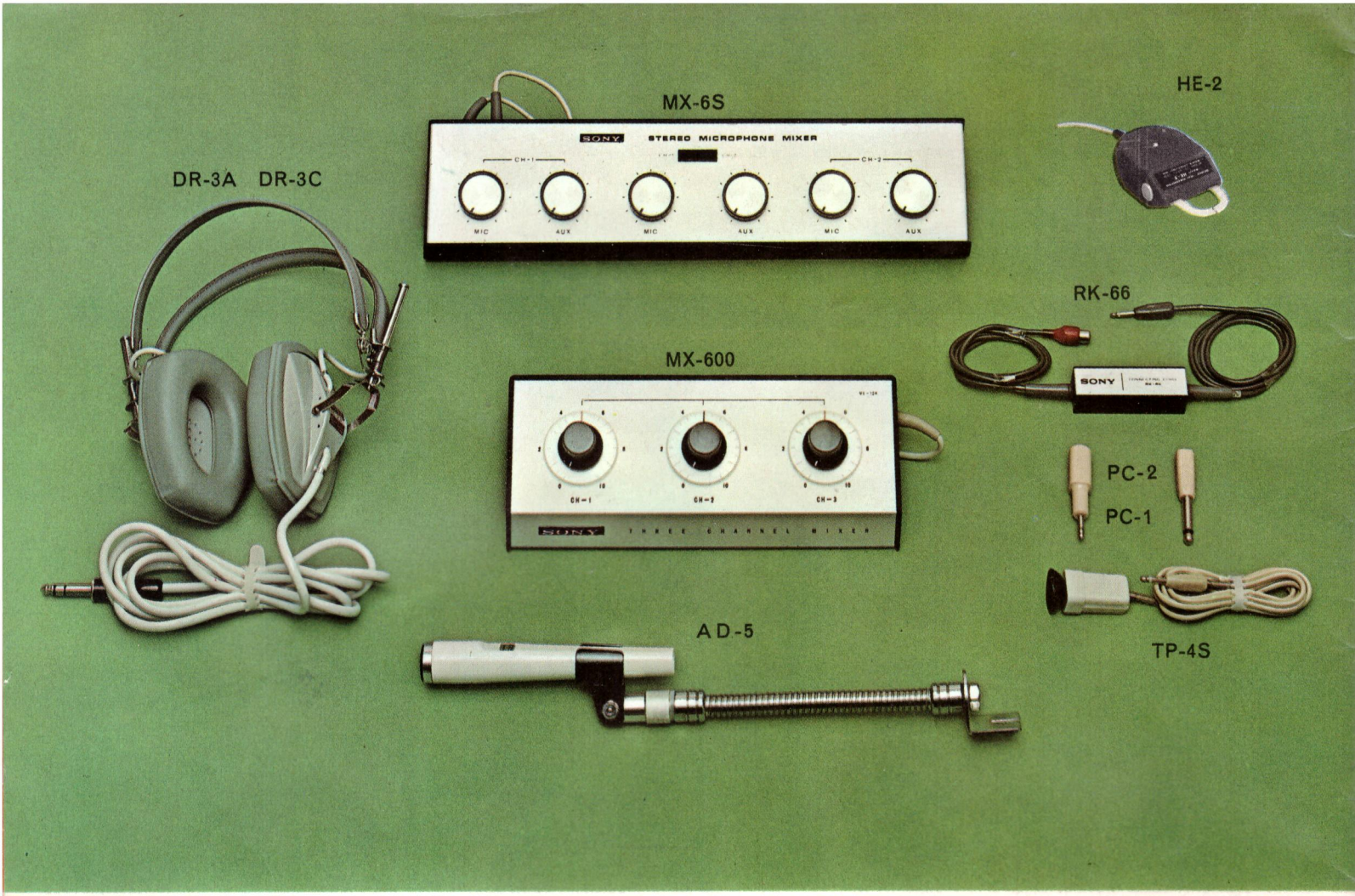
Specifications:

Frequency Response: 50-15,000 c/s ±2.5 db.

Output Impedance: 150, 250, 10K Ω balanced or unbalanced switch selected.

Dimensions: 15/16″ Dia. x 11½″.

Weight: 6 ozs.



SONY ACCESSORIES

SONY STEREO HEADSETS (DR-3A AND DR-3C)

With the new Sony Stereo Headsets you enjoy the luxury of your own private "symphonies by starlight." You can be transported to Spain in the midst of fiery guitars...or to Milan for first row center at La Scala. Whatever your musical tastes, or wherever your imagination carries you, the thrill of "surrounding presence" is now yours from Sony. Model DR-3A (low impedance): Less than $22.50. Model DR-3C (high impedance): Less than $27.50.

MX-6S STEREOPHONIC MICROPHONE MIXER

This versatile accessory readily connects to all Sony Solid State recorders. Provides professional mixing facilities for 3 microphones or high level sources such as tape recorders. It may be connected stereophonically or monophonically. Less than $29.95.

MX-600 MONOPHONIC MICROPHONE MIXER

This versatile accessory for all Sony monophonic recorders enables the use of 3 microphones or high level sources with each channel.

Ideal for recording large instrumental or vocal groups, or business conferences where more than one microphone is required. Less than $22.50.

CONNECTION PLUG ADAPTERS

Model "PC-1"—Adapts standard phone plug connectors to fit mini jacks. Model "PC-2"—Adapts mini plug connectors to fit standard phone jacks. $1.25 each.

MODEL AD-5 MICROPHONE HOLDER

A flexible goose-neck holder for Model F-96 microphone. Attaches to and adapts a tape recorder for use as a portable lectern. Less than $8.95.

MODEL TP-4S TELEPHONE PICKUP

For a recorded transcript of important telephone conversations, the TP-4S will pick up both conversations, transmitting them to the recorder for true fidelity reproduction. $3.50.

MODEL HE-2 HEAD DEMAGNETIZER

This rugged professional demagnetizer is specially designed with a high Flux density to provide maximum reduction of residual magnetism that builds up in tape recorder heads during use. The HE-2 features a push-button On/Off switch for ease of operation and optimum performance. The Magnetic Probe assembly is designed to slip inside of narrow head cover threading slots and is plastic coated to prevent damage to heads. Less than $12.95.

RK-66 MAGNETIC ADAPTER

Tape stereo discs directly from your record player. The RK-66 provides for direct connection to your Sony tape recorder from a magnetic phono cartridge. (Two needed for stereo). $2.95 each —$5.00 the pair.

SONY "PR-150" PROFESSIONAL RECORDING TAPE

Now, from the world's largest manufacturer of quality tape recorders—a magnetic recording tape to match the performance quality of Sony instruments.

Sony professional PR-150 magnetic tape introduces several advances in the art of tape manufacturing. First of all, PR-150 is impregnated with the exclusive Sony *Lubri-Cushion* lubricant. *Lubri-Cushion* cannot wear off, minimizes recording head-wear, and insures intimate head-contact, so essential for full-range fidelity. The extra-heavy formula Sony *Oxi-Coat* homogenized oxide coating assures balanced full-frequency recording and playback with no "drop outs" of sound. Its *Flexi-Strength* polyester gives it unusual durability. *Sony-Permatizing* eliminates shedding, peeling, and flaking, common causes of head gumming and abrasion. A special Sony slitting technique prevents tape-pucker and edge-feathering, causes of wow, flutter, and poor frequency response. For optimum performance in tape recording and playback—use Sony professional magnetic recording tape.

SONY PR-150 IS AVAILABLE IN THESE EASY-THREAD REEL SIZES AND CONVENIENT TAPE LENGTHS

PR-150-18—¼″ x 1800′—7″ reel
Suggested list price: $6.20

PR-150-9—¼″ x 900′—5″ reel
Suggested list price: $3.60

PR-150-3—¼″ x 300′—3¼″ reel
Suggested list price: $1.75

PR-150-3M—¼″ x 300′—3″ reel, designed especially for Tapemates correspondence, comes in self-mailing box. Suggested list price: $1.60

Available Soon:

SONY PR-200 DOUBLE PLAY PROFESSIONAL RECORDING TAPE

PR-200-24—¼″ x 2400′—7″ reel
Suggested list price $9.50

SONY PR-250 LOW-NOISE PROFESSIONAL RECORDING TAPE

PR-250-18—¼″ x 1700′—7″ reel
Suggested list price $7.35

MODEL 900-A

SOLID-STATE SONYMATIC 900-A

The Sony 900-A offers you a choice of three sources for power—A/C, battery or an accessory rechargeable battery-pack. Wherever you go, you're ready to record or listen to the superb Sony sound. A lightweight 6 pounds, the Sony 900-A is a heavyweight performer, complete with dynamic mike, personal earphone, carrying case and four "D" batteries, only $69.50.

Special Features:

Record/Battery Condition Indicator—Lights when instrument is set in record mode and signals "low" battery condition in playback mode.

Battery-Charging Circuit—Recharges optional accessory BP-8 Nickel Cadmium Battery Pack from household current.

A/C or Battery Operation—Instantly switches from battery power to household current without adapter.

Sonymatic ARC (Automatic Recording Control)—Automatically adjusts recording levels for perfect recordings every time.

Two Speed Operation—3¾ and 1⅞ ips.

True Capstan Drive—For constant speed accuracy.

Advanced Solid State Circuitry.

Full 3¼ Inch Reel Capacity and Dual Track Operation—Doubles recording time.

Automatic Tape Lifter—Protects heads from wear during fast forward and rewind operations.

Remote Stop/Start Switch on Microphone.

Playback Tone Control.

Specifications:

Power Requirements: 117 Volts 50/60 cycles or 4 size "D" flashlight cells.

Frequency Response: 90-9,500 cps @ 3¾ ips; 90-5,000 cps @ 1⅞ ips.

Tape Speeds: 3¾ and 1⅞ ips.

Flutter and Wow: 0.2% @ 3¾ ips; 0.3% @ 1⅞ ips.

Inputs: Microphone jack.
Remote control jack.

Output: Monitor jack.

Amplifier: Advanced 7-transistor solid-state circuitry.

Dimensions and Weight: 8¾" W x 8¾" D x 3¾" H; approx. 6 pounds with batteries.

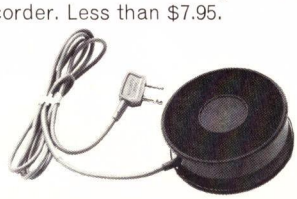
Accessories:

VCF-85 VOICE COMMAND MICROPHONE

This optional cardioid dynamic microphone accessory adds a voice activating feature to Sonymatic 900-A. The 900-A will actually start at the sound of your voice. Pause—and the 900-A also pauses, awaiting your next command. Less than $22.00.

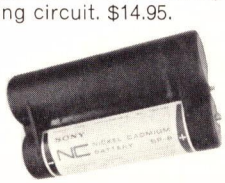
FS-5 FOOT SWITCH

Adapts Sony Model 900-A for use in transcribing dictation. Offers remote, foot-operated, Stop/Start Switch without shutting off tape recorder. Less than $7.95.



BP-8 NICKEL CADMIUM BATTERY PACK

For use with the Sony Model 900-A. May be conveniently recharged through the 900-A's integral recharging circuit. $14.95.



MODEL 907

SOLID-STATE SONYMATIC 907

Sony's perfect traveling companion—it listens, records everything flawlessly and repeats it clearly...in a loud voice! It's a miniature marvel, weighing a mere 6 pounds. Indoors or out, the Sony battery-powered 907 is your best choice for on-the-go recording and playback. Complete with dynamic mike, personal earphone, carrying case and four "D" batteries, only $49.50.

Special Features:

Battery Operation—When preferred, the 907 may be operated with household current by using AC-12 A/C Power Adapter accessory.

Sonymatic ARC (Automatic Recording Control)—Automatically adjusts recording levels for perfect recordings every time.

Two Speed Operation—3¾ and 1⅞ ips.

True Capstan Drive—For constant speed accuracy.

Advanced Solid State Circuitry.

Full 3¼ Inch Reel Capacity and Dual Track Operation—Doubles recording time.

Automatic Tape Lifter—Protects heads from wear during fast forward and rewind operations.

Remote Stop/Start Switch on Microphone.

Specifications:

Power Requirements: 4 size "D" flashlight cells, 6 volts DC.

Frequency Response: 90-9,500 cps @ 3¾ ips; 90-5,000 cps @ 1⅞ ips.

Tape Speeds: 3¾ and 1⅞ ips.

Flutter and Wow: 0.2% @ 3¾ ips; below 0.3% @ 1⅞ ips.

Inputs: Microphone jack.
Remote control jack.

Output: Monitor jack.

Amplifier: Advanced 7-transistor solid-state circuitry.

Dimensions and Weight: 8¾" W x 8¾" D x 3¾" H; approx. 6 pounds with batteries.

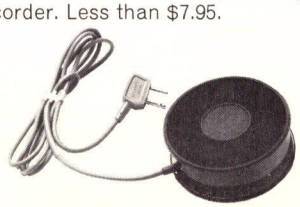
Accessories:

VCF-85 VOICE COMMAND MICROPHONE

This optional cardioid dynamic microphone accessory adds a voice activating feature to Sonymatic 907. The 907 will actually start at the sound of your voice. Pause—and the 907 also pauses, awaiting your next command. Less than $22.00.

FS-5 FOOT SWITCH

Adapts Sony Model 907 for use in transcribing dictation. Offers remote, foot-operated, Stop/Start Switch without shutting off tape recorder. Less than $7.95.

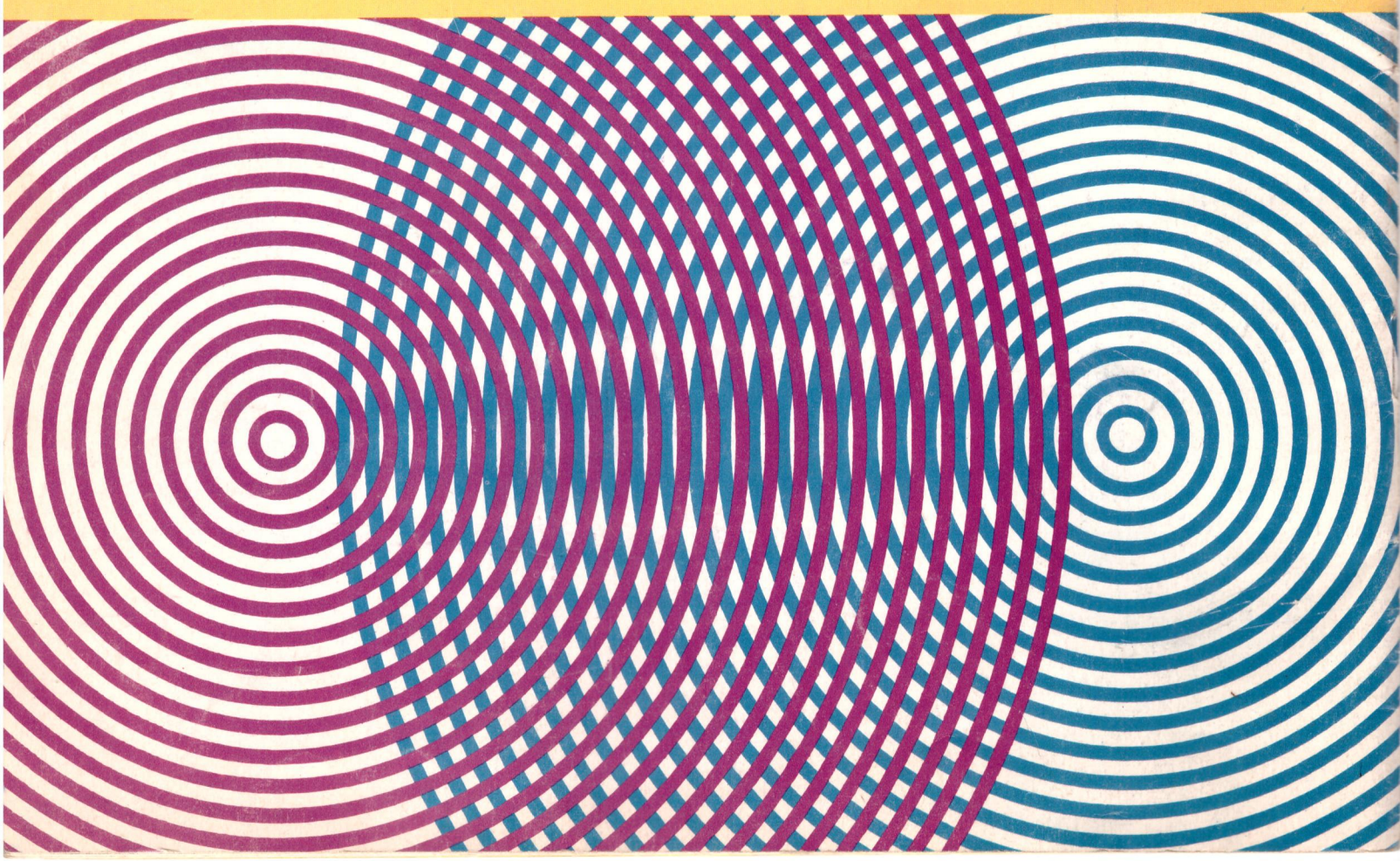


AC-12 A/C POWER ADAPTER

Converts the battery-powered Sony Model 907 for use on standard household current. Less than $12.95.

SONY SUPERSCOPE®

8150 Vineland Avenue • Sun Valley, California • 91353

PRINTED IN U.S.A.

PRICES AND MODELS SUBJECT TO CHANGE WITHOUT NOTICE